

DAFTAR PUSTAKA

- Cai, J., Wohn, D. Y., Mittal, A., & Sureshababu, D. (2018). Utilitarian and hedonic motivations for live streaming shopping. *TVX 2018 - Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video*, 81–88. <https://doi.org/10.1145/3210825.3210837>
- Chan, L. L., & Idris, N. (2017). *Validity and Reliability of The Instrument Using Exploratory Factor Analysis and Cronbach ' s a lpha*. 7(10), 400–410. <https://doi.org/10.6007/IJARBSS/v7-i10/3387>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2016). The state of online impulse-buying research: A literature analysis. *Information & Management*. <https://doi.org/10.1016/j.im.2016.06.001>
- Chen, J., & Liao, J. (2022). *Antecedents of Viewers ' Live Streaming Watching : A Perspective of Social Presence Theory*. 13(March), 1–11. <https://doi.org/10.3389/fpsyg.2022.839629>
- Chang et al. (2014). Impulsive consumption in the experiential context, *Current Issues in Tourism*, 17:2, 145-163, DOI: 10.1080/13683500.2012.749843
- Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (2033). Australian Gmduate School of Management. *Psychology Depar&mt. Unwersity of Western Austraha*, 70(3), 283–294.
- Effendi, I., Murad, M., Rafiki, A., & Lubis, M. M. (2020). The application of the theory of reasoned action on services of Islamic rural banks in Indonesia. *Journal of Islamic Marketing*, 12(5), 951–976. <https://doi.org/10.1108/JIMA-02-2020-0051>
- Gao, X., Xu, X., Muhammad, S., Tayyab, U., & Li, Q. (2021). *Electronic Commerce Research and Applications How the live streaming commerce viewers process the persuasive message : An ELM perspective and the moderating effect of mindfulness*. 49(August). <https://doi.org/10.1016/j.elerap.2021.101087>
- Hidayat, R., Habibi, A., Rashid, M., Saad, M., & Mukminin, A. (2018). *Exploratory and Confirmatory Factor Analysis of PERMA for Indonesian Students in Mathematics Education Programmes*. 132(4), 147–165.
- Hu, M., Zhang, M., & Wang, Y. (2017). Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework. *Computers in Human Behavior*, 75, 594–606. <https://doi.org/10.1016/j.chb.2017.06.006>

- Huang, O., & Copeland, L. (2020). Gen Z , Instagram Influencers , And Hashtags ' Influence On Purchase Intention Of Apparel Ouya Huang , Kent State University. *Academy of Marketing Studies Journal*, 24(3), 2678.
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6), 1–17. <https://doi.org/10.3390/info12060241>
- Li, X., Zhou, Y., Wong, Y. D., Wang, X., & Yuen, K. F. (2021). What influences panic buying behaviour? A model based on dual-system theory and stimulus-organism-response framework. *International Journal of Disaster Risk Reduction*, 64(July), 102484. <https://doi.org/10.1016/j.ijdr.2021.102484>
- Li, Y., & Peng, Y. (2021). *What Drives Gift-giving Intention in Live Streaming? The Perspectives of Emotional Attachment and Flow Experience What Drives Gift-giving Intention in Live Streaming? The Perspectives of Emotional*. <https://doi.org/10.1080/10447318.2021.1885224>
- Lian, J. W. (2021). Determinants and consequences of service experience toward small retailer platform business model: Stimulus–organism–response perspective. *Journal of Retailing and Consumer Services*, 62(April), 102631. <https://doi.org/10.1016/j.jretconser.2021.102631>
- Liao, J., Chen, K., & Yu, I. Y. (2022). *viewers : the role of streamers ' interactional communication style*. <https://doi.org/10.1108/JRIM-04-2021-0114>
- Liu, F., Lim, E. T. K., Li, H., Tan, C. W., & Cyr, D. (2020). Disentangling utilitarian and hedonic consumption behavior in online shopping: An expectation disconfirmation perspective. *Information and Management*, 57(3), 103199. <https://doi.org/10.1016/j.im.2019.103199>
- Luo, X., Wang, Y., & Zhang, X. (2019). E-Commerce Development and Household Consumption Growth in China. *E-Commerce Development and Household Consumption Growth in China*, April. <https://doi.org/10.1596/1813-9450-8810>
- L.K.Lades. (2014). Impulsive consumption and reflexive thought: Nudging ethical consumer behavior. *Journal of Economic Psychology* 41:114–128. <http://dx.doi.org/10.1016/j.joep.2013.01.003>
- Meng, L. (Monroe), Duan, S., Zhao, Y., Lü, K., & Chen, S. (2021). The impact of online celebrity in livestreaming E-commerce on purchase intention from the perspective of emotional contagion. *Journal of Retailing and Consumer Services*, 63(December 2020), 102733. <https://doi.org/10.1016/j.jretconser.2021.102733>

- Rungruangjit, W. (2022). What drives Taobao live streaming commerce? The role of parasocial relationships, congruence and source credibility in Chinese consumers' purchase intentions. *Heliyon*, 8(6), e09676. <https://doi.org/10.1016/j.heliyon.2022.e09676>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37(December 2018), 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Sok et al. (2021). Farmer Behaviour as Reasoned Action: A Critical Review of Research with the Theory of Planned Behaviour. *Journal of Agricultural Economics*, Vol. 72 (2): 388–412. doi: 10.1111/1477-9552.12408
- Ul Hadia, N., Abdullah, N., & Sentosa, I. (2016). An Easy Approach to Exploratory Factor Analysis: Marketing Perspective. *Journal of Educational and Social Research*, 6(1), 215–223. <https://doi.org/10.5901/jesr.2016.v6n1p215>
- Vieira, V. A. (2013). Stimuli-organism-response framework: A meta-analytic review in the store environment. *Journal of Business Research*, 66(9), 1420–1426. <https://doi.org/10.1016/j.jbusres.2012.05.009>
- Veronika Karnowski, Larissa Leonhard & Anna Sophie Kümpel (2017): Why Users Share the News: A Theory of Reasoned Action-Based Study on the Antecedents of News Sharing Behavior, *Communication Research Reports*, DOI: 10.1080/08824096.2017
- Wang, D., Luo, X. (Robert), Hua, Y., & Benitez, J. (2022). Big arena, small potatoes: A mixed-methods investigation of atmospheric cues in live-streaming e-commerce. *Decision Support Systems*, 158(April), 113801. <https://doi.org/10.1016/j.dss.2022.113801>
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117(August), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Xiao, M. (2020). Factors Influencing eSports Viewership: An Approach Based on the Theory of Reasoned Action. *Communication and Sport*, 8(1), 92–122. <https://doi.org/10.1177/2167479518819482>
- Xu, X., Wu, J. H., Chang, Y. T., & Li, Q. (2019). The investigation of hedonic consumption, impulsive consumption and social sharing in e-commerce live-streaming videos. *Proceedings of the 23rd Pacific Asia Conference on Information Systems: Secure ICT Platform for the 4th Industrial Revolution, PACIS 2019*.

- Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.
- Xue, J., Liang, X., Xie, T., & Wang, H. (2020). See now, act now: How to interact with customers to enhance social commerce engagement? *Information and Management*, 57(6), 103324. <https://doi.org/10.1016/j.im.2020.103324>
- Yong, A. G., & Pearce, S. (2013). A Beginner's Guide to Factor Analysis: Focusing on Exploratory Factor Analysis. *Tutorials in Quantitative Methods for Psychology*, 9(2), 79–94. <https://doi.org/10.20982/tqmp.09.2.p079>
- Yzer, M. (2017). Theory of Reasoned Action and Theory of Planned Behavior. *The International Encyclopedia of Media Effects*, 1–7. <https://doi.org/10.1002/9781118783764.wbieme0075>
- Zafar, A. U., Qiu, J., Li, Y., Wang, J., & Shahzad, M. (2021). The impact of social media celebrities' posts and contextual interactions on impulse buying in social commerce. *Computers in Human Behavior*, 115(July 2019), 106178. <https://doi.org/10.1016/j.chb.2019.106178>
- Zhou, S., Li, T., Yang, S., & Chen, Y. (2022). What drives consumers' purchase intention of online paid knowledge? A stimulus-organism-response perspective. *Electronic Commerce Research and Applications*, 52(March 2021), 101126. <https://doi.org/10.1016/j.elerap.2022.101126>